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Message Text

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ACTION EUR-12

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FOR STATE AND COMMERCE ONLY

BEWT FOR DOWNEY; STATE FOR E/B - MILLER; EUR FOR ARMITAGE

E.O. 11652: N/A
TAGS: BEXP, AU, UR, XH
SUBJECT: OPTIONS FOR REORGANIZED U.S. EAST-WEST TRADE CENTER, VIENNA

REF: (A) VIENNA A-52; (B) STATE 68912

1. EMBASSY HAS REVIEWED OPERATIONS OF U.S. EAST-WEST TRADE CENTER VIENNA AS REQUESTED BY DEP. ASST. SECRETARY DOWNEY AND RECOMMENDS THAT:
A) USDOC NO LONGER MOUNT EXHIBITS IN EWTC. RECENT EXHIBITS HAVE FOR VARIOUS REASONS NOT PROVED WORTH EFFORT. IT IS APPARENT THAT WHILE VIENNA CONTINUES TO BE HUB FOR EAST-WEST TRADE IT IS NOT BEST SITE FOR SMALL EAST-WEST TRADE EXHIBITS WHILE ALTERNATIVES EXIST IN USSR AND EE.
B) EWTC CLERK/DRIVER POSITION BE ABOLISHED IMMEDIATELY. FOLLOWING CLOSE OF LAST EXHIBIT (ADVANCED TEXTILE MACHINERY) INCUMBENT GUNTER HURT WAS TRANSFERRED TO EMBASSY PAYROLL. POSITION CANNOT BE JUSTIFIED IF EXHIBITS WILL NO LONGER TAKE PLACE IN EWTC.
C) EWTC TAKE ADVANTAGEO OF USIS OFFER TO MAKE AMERIKA HAUS FACILITIES AVAILABLE FOR MEETINGS OF EAST-WEST TRADERS, BETWEEN-SHOW-PROMOTIONS (BSP'S)
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AND OTHER SIMILAR EVENTS AS EMBASSY MAY PLAN.

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D) EWTC CONTINUE TO ASSIST AMERICAN BUSINESS COMMUNITY TO TRADE WITH USSR AND EE AND TO SUPPORT USDOC ACTIVITIES IN THAT AREA. ASSISTANCE TO BUSINESS COMMUNITY WILL INCLUDE: 1) EDITING AND PUBLISHING EAST-WEST TRADE INFORMATION BULLETIN, 2) COLLECTION OF PUBLISHED INFORMATION ON EAST-WEST TRADE, 3) MAINTENANCE OF FILES OF INTEREST TO THE U.S. EAST-WEST TRADING COMMUNITY WHICH CAN BE MADE AVAILABLE TO VISITORS TO THE CENTER, 4) HANDLING CORRESPONDENCE RELATING TO EAST-WEST TRADE FROM U.S. FIRMS AND REPRESENTATIVES, 5) ASSISTANCE TO AMERICAN COMPANIES TO FIND REPRESENTATIVES TO SELL THEIR PRODUCTS IN THE USSR AND EASTERN EUROPE, 6) OFFICE FACILITIES FOR THE TEMPORARY USE OF AMERICAN BUSINESSMEN SETTING UP, OR PASSING THROUGH VIENNA, INCLUDING COPYING MACHINE AND TELEX. SUPPORT OF USDOC ACTIVITIES WILL INCLUDE: 1) ARRANGEMENT FOR TRANSLATION AND PRINTING FOR USDOC TRADE EVENTS IN USSR AND EASTERN EUROPR, 2) ADVANCE WORK FOR USDOC TRADE MISSIONS TO USSR AND EE, 3) BRIEFING OF TECHNICAL SALES SEMINARS (TRADE MISSIONS) TO USSR AND EE, WHICH WOULD JUMP OFF FROM VIENNA, 4) SUPPLEMENTING BEWT AND POST RECRUITING FOR EXHIBITS AND TECHNICAL SALES SEMINARS (TRADE MISSIONS), AND 5) ASSISTING TRADE PROMOTION WORK OF USSR AND EE POSTS IN OTHER APPROPRIATE WAYS, AS REQUESTED.

E) CENTER BE REORGANIZED TO CARRY OUT ABOVE FUNCTIONS. STAFF OF ONE FSO-4/GS-14, ONE LOCAL PROFESSIONAL (FSL-1, WILLY KOSEK), AND TWO LOCAL SECRETARIES COULD PERFORM ABOVE DESCRIBED FUNCTIONS.

F) MARKET RESEARCH FUNCTION BE EVALUATED AFTER SUBMISSION OF SURVEY OF USSR MARKET, NOW SCHEDULED FOR MAY 15. WE BELIEVE, HOWEVER, THAT IF MARKET RESEARCH ON EE COUNTRIES IS DONE IT BE FROM BASE IN WASHINGTON RATHER THAN VIENNA.

G) EWTC NOT IN POSITION TO JUDGE NEED FOR ADDITIONAL AMERICAN POSITION TO CARRY OUT EXHIBIT MANAGER FUNCTION OFF-SITE. IF BEWT PLANS TO HAVE EWTC CONTINUE TO PROVIDE MANAGER FOR PLOVDIV, LEIPZIG OR OTHER FAIRS, EMBASSY RECOMMENDS SUCH POSITION BE INCLUDED IN REVISED STAFFING PATTERN.

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2. IN VIEW OF ABOVE RECOMMENDATIONS, LOCATION AND SIZE OF EWTC PHYSICAL FACILITIES ALSO NEEDS TO BE RECONSIDERED. SEVERAL OPTIONS ARE OPEN:

A) REMAIN IN PRESENT SITE. LANDLADY HAS OFFERED TO REDUCE RENT TO MAKE DOLLAR EQUIVALENT AT CURRENT RATE OF AUSTRIAN SCHILLINGS 16.91 TO ONE DOLLAR EQUAL TO AS 23.16 PER ONE DOLLAR WHICH WAS IN EFFECT WHEN

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LEASE WAS SIGNED. THIS EQUIVALENT TO $24,600 PER
YEAR AS AGAINST PRESENT RENT OF $35,760 PER YEAR.
REDUCTION ENTAILS ELIMINATING EWTC STORAGE SPACE IN
BASEMENT. TOTAL USDOC/EWTC BUDGET UNDER THIS OPTION
ESTIMATED $80,000.

B) MOVE TO 100-SQUARE METER 5-ROOM OFFICE SUTIE
ABOVE MEDICAL UNIT IN EMBASSY BUILDING COMPLEX.
ESTIMATED SAS FOR THIS SPACE IS $2500 PER YEAR.
STORAGE SPACE FOR EWTC INVENTORY OF EXHIBIT EQUIPMENT
WOULD HAVE TO BE FOUND. MOVING EXPENSES AND SUBSTANTIAL
COSTS OF REFURBISHING EMBASSY QUARTERS WOULD HAVE TO BE
ADDED. BUCHANAN

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